

# Do Not Talk About Municipal Efficiency

*Vote For It!*

## ELECT REP. JOHN E. MURPHY FOR MAYOR

Let The Test Be

*Records  
and  
Qualifications*



REP. JOHN E. MURPHY

*"Revive Industry"*

Let us Work  
TOGETHER  
For a BIGGER,  
BUSIER, BETTER  
PEABODY

## ELECTION, TUESDAY, DECEMBER 6, 1938

### ALLIANCES—YOU BE THE JUDGE

As a voter of Peabody you are entitled to the truth.

As a candidate for Mayor it is my duty to present the truth to you to the best of my ability.

I have publicly stated in the strongest language at my command, that I was allied with no office holder, past or present. I declared I had no understanding, secret or open, with any person in Peabody regarding appointments or favors. I reiterate those declarations now.

I am free, unhampered by political barter, ready and anxious to make Peabody a better city in which to live. I need your help and cooperation. Your help to elect me Mayor means your co-operation to improve the city.

Since the primaries there has been more talk of alliances.

Shortly after the primary vote was known, Councillor Martin P. Doyle and his campaign committee voted unanimously that no action, favoring either Mr. O'Keefe or myself, be taken. A public statement was issued by Mr. Doyle at the time and this statement appeared in the newspapers.

Last Tuesday, Mr. Doyle announced publicly that he favored the candidacy of Mr. O'Keefe.

Why did Mr. Doyle change his stand?

Last week it was apparent to the O'Keefe forces that their campaign needed impetus.

The situation was desperate and called for desperate remedies. Mr. O'Keefe, Atty. James Liacos and Atty. Henry F. Duggan prevailed upon Mr. Doyle and secured Mr. Doyle's signature to a statement that had been previously written.

Murphy must be beaten by any method available.

Ask yourself why.

Every politician in the city is against me. Turn that over in your mind with the thought that it is the politicians who have hampered the city's progress and have sought selfish and political advantages at your expense. They are the "payroll patriots" of the past generation.

They would now put you on the auction block for their own selfish purposes.

I accept the challenge. I am free to do my best for the city. I am free of any mortgages, unshackled by any entangling alliances. I ask the assistance of residents like you, whose only demand is that your Mayor be an honest, economical and honorable chief executive. With your assistance I cannot fail.

Who am I fighting? Let's take a look at my foes. Here's the line-up:

Atty. James Liacos, a former city solicitor, and at present campaign manager, ghost writer and manufacturer of the missiles being thrown by Mr. O'Keefe.

Atty. Henry Duggan.

Atty. Abe Ankeles, the investigator and errand boy for Atty. Liacos.

Liacos, Duggan, Abe Ankeles. THE LAWYER'S BRIGADE!

And they talk about alliances.

Better men, by far, than the above-named men have walked across the political arena in Peabody — but none has left such a trail.

I believe the cause is worthy of my best efforts. With your help and cooperation as interested citizens, having the welfare of our city at heart, I feel certain that the City of Peabody can be brought back to the high level where it properly belongs.

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## O'Keefe's Record

Member of City Government — Councillor, Ward 3 — Years, 1936, 1937, 1938. Voted — In favor of highest budgets in history of City. Increase of 32% over the year 1934.

Tax rate increased while he was member of City Council (sole appropriating body) Tax 1936, \$37.80; 1937, \$45.80; 1938, \$46.40.

Chairman — Finance Commission in 1937 — under his direction — taxes increased \$8.00, largest increase in history of City.

Voted to bond for current expenses in 1936.

In 1937 — voted not to bond for current expenses; advocated pay as you go policy.

In 1938 — voted to bond for current expenses. Inconsistency?

Voted to tear down L. B. Southwick factory — Oak Street property.

Did nothing to save the L. B. Southwick Leather plant owned by the City. It was razed and another 500 men lost for all time a factory that could have supplied them with work and wages.

Did nothing to prevent the loss of other factories, including Chain Leather Company, Irving Tanning Company, and the Dimond Grynkraut Company.

Failed to receive endorsement of any labor organization.

His record clearly demonstrates his inability as a Councillor.

He surely cannot be an efficient Mayor.

## Opponent's Attack

I should not dignify such a low attack by my opponent but I feel that I should briefly reply.

The reason he advances why I should not be Mayor are based upon personalities and hatred of others and not my record or qualifications.

1. Because S. Howard Donnell received fees for legal service to the City of Peabody.

2. Because my family own property in the City and my family conduct a business.

I am not responsible for what Mayor McVann paid to Mr. Donnell any more than any individual in the City of Peabody. Mr. O'Keefe is responsible as he was a member of the City Council, who voted for these appropriations. He was paid to serve the people and to prevent any irregularities. O'Keefe was a member of the City Council while I was concerned with my own duties as a member of the Legislature. It is my desire not to discuss my family or its affairs. I have never referred to any candidate's family or inquired into his private

affairs. That is my philosophy, he can have his. But let me state that I am not a member of the Murphy Hardware Company and the records show that they received less business than their two competitors. These two, and mark this well, are shouters and supporters for O'Keefe in this campaign. The building was rented to the City of Peabody when J. Leo Sullivan was Mayor. My family paid for the renovations made. All this talk about the menace of the Murphys is answered by the above stated facts. I personally never received one penny from the City of Peabody. I believe in the equal distribution of City business. I will take advantage of P.W.A. and W.P.A. grants to house the city departments by careful municipal planning as suggested in the SURVEY.

Mr. O'Keefe did not object during the past three years... Why has he waited until this late date to offer his objection?

It was Mr. O'Keefe's duty and power to correct what he now loudly proclaims was not proper.

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## Murphy's Record

A member of the State Legislature in 1935-1936-1937-1938.

Not a member of the City Government.

My record endorsed by American Federation of Labor, State Employees of the Public Works, Disabled War Veterans, the Boston School Teachers, and all liberal, humane, labor organizations.

Kept my promise to retire at end of two years; secured new road.

I did my duty conscientiously and for the benefit of humanity and the citizens.

"Although we may have differed on many subjects and even though debate at times became intense, I feel that we had a common desire to legislate for the benefit of all the people of this Commonwealth."

(Signed) LEVERETT SALTONSTALL,  
Speaker of the House.

"There isn't a straighter fellow in the General Court than Rep. John E. Murphy. You should all be proud of him."

This statement was made by Leland Bickford, radio editor, in speaking of graft charges in connection with the dog races at the Peabody Rotary Club, and was published in the Salem Evening News and the Lynn Telegram-News, June 15, 1937.

### American Federation of Labor

Dear Mr. Murphy:

After perusing our records relative to your record as a State Representative during the years 1935 to 1938 on measures sponsored by the Massachusetts State Federation of Labor, our roll call records indicate that you were a staunch supporter of Labor's legislative program during those four years.

I am sure I express the feeling of this organization and the trade unionists and other wage earners in your district when I state that your efforts in our behalf are sincerely appreciated.

Sincerely yours,

KENNETH I. TAYLOR,  
Secretary-Treasurer.

# MY PLATFORM

1. Reduction of the excessive tax rate.
2. Revival of industry.
3. Efficient municipal government.
4. To follow the recommendations of the Municipal Survey that tend toward a reduction of the tax rate without lowering municipal efficiency.
5. Equal distribution of City business to resident concerns.
6. To use WPA funds to extend water to all sections of the City and to construct and repair highways.
7. To use PWA and WPA funds to erect municipal buildings in a municipal center after careful planning to house departments as recommended by the Survey.

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## A PERSONAL WORD

This is my final word in a campaign noted for its bitterness. I can say, without reservation that it was not made bitter because of any initiative on my part. I would prefer a campaign based on an analysis of records and qualifications which, after all, ought to be the sole test. I was struck at with falsehoods and slander. I had no alternative but to reply with vigor and sometimes with heat. I have enough spirit in me to resent an unfair introduction into this campaign of personal references to me and my family just as you would were you in my place. With the aid of a loyal committee without previous political commitment and many of them new to politics, I fought as well as I knew how. Against me were the entrenched forces that have held this City in its ever tightening grip. It is impossible to drive them out with the kind phrases of the nursery, and I used and had to use the strong language of adult competition. If I have transgressed the rules of propriety in this campaign and frankly I do not think I have, I ask your indulgence on the ground that the opposition has been vicious and relentless.

I have tried all my life to maintain a standard of personal and political conduct that would merit the endorsement of all right thinking people. My early environment required that I experience the struggles of a person born and brought up in modest circumstances. I was laborer, leather worker, truck driver, student, accountant and lawyer. It took me years of toil to pass through these various stages.

Four years ago I was elected Representative to the General Court and again two years ago I was likewise rewarded without opposition. I was faithful, observant and industrious in my duties. Endorsement after endorsement was given me and my honest, integrity and uprightness bore fruit in the public proclamation of one of the leading radio editors of our Commonwealth. If new honors come to me as the result of this election, I will justify the faith of your vote. I know of no greater niche to occupy in the hearts of the men and women of Peabody than to say that I always was honest and upright in my private and public dealings.

I know that the honors of politics are transient and pass like the fading day but such honors when they leave my hands will carry with them a legacy of decency, truth, honesty and uprightness. I make you this pledge, my political acts as Mayor will be mine and mine alone. It will be my responsibility and I won't transfer it or delegate it.

I want to come back to you two years from now with a full and complete redemption of every promise I made. I ask you to help me in this crusade.

Sincerely yours,

JOHN E. MURPHY,  
11 Kosciusko Street